

Contest 4: Communications

This Contest contains three Contest Activities: Web Site, House Tours, and Branding Effectiveness. A panel of communications experts will judge the Web Site Contest Activity. A panel of public relations experts will judge the House Tours Contest Activity. The Web Site and House Tours Panels of Judges will work together to judge the Branding Effectiveness Contest Activity.

Web Site (50 pts):

Timeliness:

See [Web Site \(Details\)](#) for information about the April 15, 2004 and the fall 2005 deadlines.

Content

- Adherence to professional best practices for Web site content
- Audience-appropriate language and tone; average consumers make up the audience for the purposes of this Contest
- Originality, creativity, and interest
- Correct spelling and grammar
- Inclusion of content specified by the Organizers. See [Web Site \(Details\)](#) for more information
- Limited use and tasteful integration of Team Sponsor information and adherence to [Regulation 3.2 Event-Sponsor Recognition](#)

Design and Architecture

- Adherence to professional best practices for graphics, photos, color, and typography
- Design is audience appropriate, visually engaging, and consistently branded; average consumers make up the audience for the purposes of this Contest
- Interactive and multimedia elements add value to the site and function correctly
- Speed of load time is appropriately balanced with valuable use of graphics, multimedia, and scripting
- Limited use and tasteful integration of Team Sponsor logos and adherence to [Regulation 3.2 Event-Sponsor Recognition](#)
- Site architecture (organization) and navigation elements are simple, comprehensible, and represent the hierarchical organization of site content
- Graphical navigation elements are easy to use, consistent, and well integrated with content and design

Coding

Adherence to guidelines and recommended best practices provided by the Organizers; see [Web Site \(Details\)](#) for more information.

House Tours (40 pts):

Timeliness

A schedule for House Tour judging will be provided. Teams' tours will be judged "as is" at scheduled times.

Content

- Audience-appropriate language and tone; average consumers make up the audience for the purposes of this Contest
- Originality, creativity, and interest
- Inclusion of content to be specified by the Organizers in the document House Tours (Details), to be provided in the future
- Limited use and tasteful integration of Team Sponsor logos and information. Teams must follow the [Guidelines for Sponsor Recognition on the National Mall](#) and [Regulation 3.2 Event-Sponsor Recognition](#)

Presentation

- Demeanor of tour guides toward the public
- Innovative approaches to engaging visitors waiting in long lines outside the houses
- Appropriateness, effectiveness, and originality of tour materials
- Minimization of throwaway materials

Branding Effectiveness (10 pts):

Effective and appropriate use of key messages and images representing the teams' values, missions, purposes, and goals in the Project across all required components of Contest 4.

Contest Activity	Points Available
Web Site	50
House Tours	40
Branding Effectiveness	10
TOTAL	100